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NEBRASKA REACHES \$1 BILLION IN BEEF EXPORTS IN 2014

LINCOLN – Nebraska Department of Agriculture (NDA) Director Greg Ibach announced a new milestone today for the state’s beef sector. In the first 11 months of 2014, over \$1 billion of Nebraska beef was exported to international markets, setting a new record for the state.

“Nebraska farmers, ranchers, feedlot operators and processors work hard to produce high-quality beef products that are recognized around the world. That hard work has been rewarded, as we are seeing significant growth in East Asian markets and also in several emerging markets,” Ibach said. “We are optimistic for a continued upward trend in 2015.”

According to Ibach the value of beef muscle cut exports has increased by 250 percent since 2009, while the total volume of beef exports during that same timeframe doubled. In 2009, the state exported \$409 million in beef muscle cuts; for 2014, with numbers available through November, the state exported \$1.031 billion.

Gov. Pete Ricketts also noted the new benchmark.

“Export activity like what we are seeing in the beef sector is exactly what we need to keep our Nebraska economy moving in the right direction,” Gov. Ricketts said. “I am excited to further our state’s export efforts for all Nebraska agricultural goods.”

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Ibach said Japan, Hong Kong and South Korea all have had significant beef import increases during the past six years and are all countries where the state has conducted focused promotion activities. The state also has done work in Europe, an emerging growth market for Nebraska beef.

In addition to beef muscle cuts, Ibach noted export growth over the past six years for beef products that generally aren't utilized in the American marketplace, such as beef livers and tongues. In 2014, \$93 million in exports of these types of products were sold, compared to \$32.3 million in 2009.

"The sales increases for these products are important since there is not much value for them in the United States," he said.

"The reputation of Nebraska beef continues to grow, and we find customers seeking us out for further information on our state," Ibach said. "Nebraska's beef sector should be proud of reaching this new \$1 billion export high."

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